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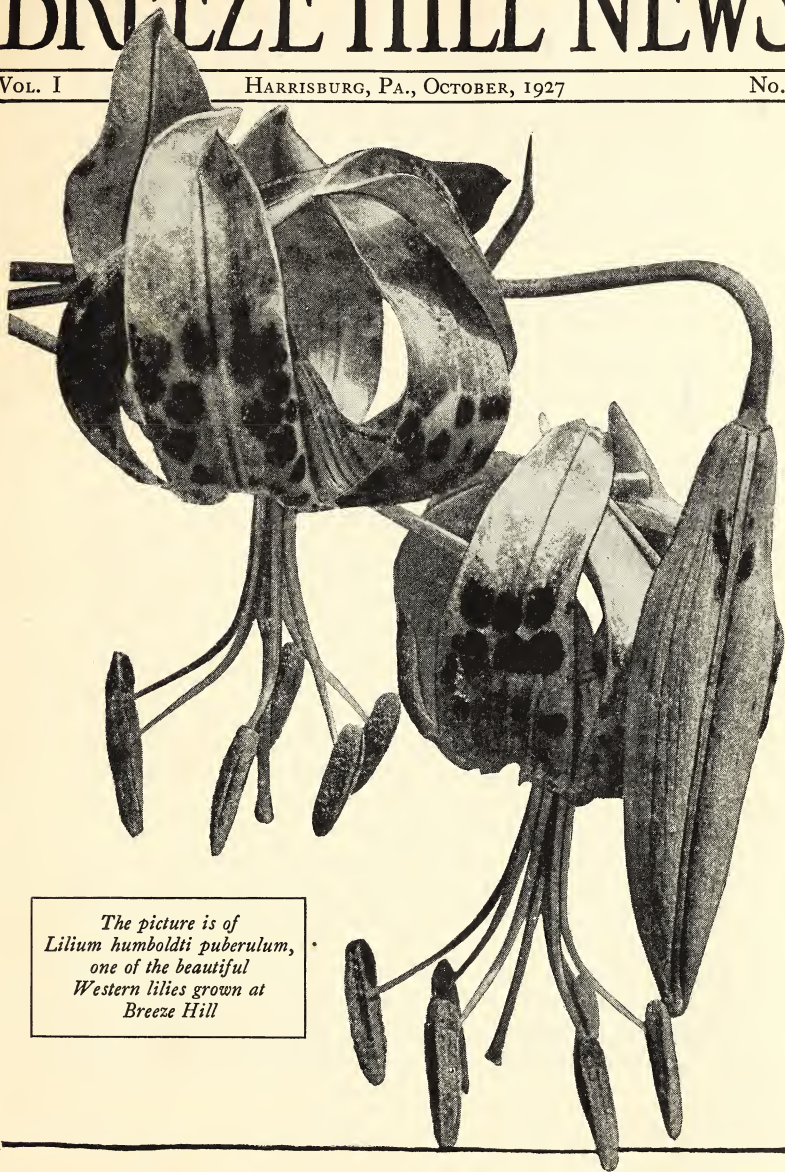
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BREEZE HILL NEWS

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*The picture is of
Lilium humboldti puberulum,
one of the beautiful
Western lilies grown at
Breeze Hill*

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The J. HORACE MCFARLAND COMPANY and the MCFARLAND PUBLICITY SERVICE publish BREEZE HILL NEWS to be sent without charge to those who may find it useful and to those who ask for it. The purpose is to acquaint readers with the unique facilities for satisfactory selling of worth-while plants, trees, seeds, bulbs, and horticultural service provided through the growing and testing done at Breeze Hill Gardens and the intelligent writing, illustrating, and printing done at the Mount Pleasant Press. Questions asked about plants, pictures, promotion, and printing are cheerfully answered, without obligation to either party. The Mount Pleasant Press in Harrisburg houses both organizations, and visitors to it and to the Breeze Hill Gardens are always welcome. The location of the Press is at Crescent and Mulberry streets (ten minutes from the Pennsylvania Railroad Station), and the mail address is Box 687, Harrisburg, Pa.

“CONSIDER THE LILIES”

IT SEEMS necessary to use this title, which everyone else has used, because that is what we want to do.

Lilies, Lilies, Lilies! All gardeners have suddenly begun to be interested in lilies. Just what started renewed attention to this great and neglected family of lovely garden subjects it would be hard to determine. Possibly it was the advent of the truly Regal lily which resulted from one of Mr. E. H. Wilson's productive journeys to western China on behalf of the Arnold Arboretum. Gouverneur Morris, some years ago, told a delightful story in the *Saturday Evening Post*, “The Incandescent Lily,” reciting some of Wilson's adventures in finding this marvelous new lily.

All the periodicals are going after lilies, and scores of articles provide information and misinformation, hopes and surmises, together with a little experience. Lily bulbs have risen in price. Eagerly, lily seeds are purchased to try the hopeful starting of lilies at home.

Perhaps we feel unduly set up about it because we felt the lily urge at Breeze Hill some years ago. The Breeze Hill Finding-List of August, 1927, names fifty species and sub-species of the family which are in the ground at Breeze Hill. Most of them actually emerged to bloom within the last three years, and have been accurately and lovingly color-pictured and recorded, as is our custom.

Thus the lily is in commerce as never before. Disappoint-

ments will continue and increase, because there are more people trying lilies to be disappointed. Information and successes will also increase. Two books are in process of production as these words are written—both using largely Breeze Hill, McFarland-made illustrations.

The Breeze Hill tryout has resulted in the accumulation of more than five score photographs from actual specimens grown in our own gardens. We are, therefore, quite ready to take care of lily demands from those who qualify.

But we have also accumulated likes and dislikes, beliefs and unbeliefs, as we have ventured in the handling of these fascinatingly tricky, difficult and beautiful plants.

We do know of some lilies that are hard to keep from growing. Anyone who will adventure into the Candlestick lily group, which is a mixed-up class botanically mishandled as *Lilium dauricum* or *Lilium umbellatum* or *Lilium davuricum* or *Lilium elegans*, is sure to get flowers, and strikingly beautiful flowers. *Lilium hansonii* seems to perform always in its peculiarly pleasant way. Of course *Lilium tigrinum*, which has escaped from gardens in some neighborhoods, is nearly a sure thing, and its western prototype, *Lilium pardalinum* is almost as sure. It is right hard to keep *Lilium henryi* from blooming, and the lily first mentioned, *Lilium regale*, grows easily and everywhere and all the time; at Breeze Hill we have had it bloom seventeen months from seed, and thereafter keep right on increasing in vigor and bloom production.

The great golden-banded lily of Japan, *Lilium auratum*, is the perplexing and provoking member of the family. We all buy the bulbs the cunning Japs have "fattened" for our silly market, which demands always the biggest things; we see them come up and sometimes bloom the first year, and then vanish because of decay attributed to a fungus called

OUGH T catalogues tell the truth? Will sales be prevented if the difficulties as well as the merits of a good thing are told? The McFarland way is to urge its customers to give all the facts, and it seems to work, for McFarland customers are uniformly prosperous.

botrytis. The scientists at the Boyce-Thompson Institute are studying a treatment to prevent this nasty bother.

Then, aggravatingly, the writer of these words runs upon a great clump of Auratum lilies in the wilds of Sullivan County, Pennsylvania, tremendously vigorous and beautiful, and when he inquires about them, discovers that the owner has moved them from a back garden and planted them in what he calls "chip dirt." He has no *botrytis*, no trouble.

We hope that someone will succeed in growing Auratum in the United States, and that we will quit demanding the fat, heavy, soggy, unhealthy bulbs which the Japanese send us.

A whole chapter could be written about the Speciosum lilies, which are more than half sure, and which we do keep on planting because they are varied, lovely, and run the season so late—Melpomene is the acme of elegance in late September.

But Breeze Hill has lilies, and the inquirer who comes there for lily information, lily pictures, lily help, is very welcome to it.—J. H. McF.



Lilium regale, grown from seed, blooming at Breeze Hill

AFTER REGALE—WHAT?

A STORM of enthusiasm for *Lilium regale* is sweeping over the country, and rightly so, but it may be well to remember that this patrician beauty has the plebeian trait of superfecundity, producing seed and the resultant offspring with the reckless abandon of a guinea-pig. There is no doubt that within a few years gardeners will raise Regal lilies from seed with all the ease and convenience with which they now raise hardy perennials. At present the bulbs of Regal lilies bring a half-dollar or so each. It would not be surprising if this price should drop to ten cents or less in the not-distant future. Certainly the bulbs can be produced as cheaply as those of gladiolus.

Besides, it will not be long until alert gardeners will want something else, anyhow. With all its virtues, *Lilium regale* is a difficult thing to place well in the garden. It is comparatively dwarf, and its enormous flowers seem misproportioned to its stature. To get the most out of it, it should be looked up at, and not all gardens provide the variation in levels to accomplish that. Moreover, when Regal lilies are as common as gladiolus, we will want something different, not necessarily better, for even gardeners like a change. Then what are nurserymen and bulb-dealers going to do for a really good lily that will not be so common, and which perhaps will be more profitable?

Well, there are plenty of possibilities. The Regal lily itself offers considerable opportunity for selection. In the seedlings raised at Breeze Hill numerous highly variant forms have appeared, notably those with broader inner segments, ruffled at the edges, and slight intensification of the color. It is entirely possible that named varieties of the Regal lily can be developed which will have sufficient distinction to provide new garden interest.

I ignore all the red and orange lilies of the Elegans-

Croceum-Tigrinum type. Perhaps I have an unduly narrow outlook, but to me a lily ought to be white or nearly white, and should approximate the Madonna lily in form. While I would forego the requirements of shape in the case of Auratum and Speciosum, these lilies are nearly out of the running because of the disease which too often carries them off. If clean stock could be established in this country by growing them from seed, something might be hoped for, but Speciosum, which germinates rather sparingly, has shown the same disease in seedlings as in the imported bulbs.

Of course, the Madonna lily, *Lilium candidum*, is a staple, and probably always will be. Usually it perishes, or lingers with the ugly burned leaf-tips symptomatic of disease, except in certain old gardens, where it seems to flourish on neglect and to resent cultivation or disturbance. The lovely *Lilium testaceum* behaves in much the same way.

Eliminating these species, what have we left? Our native *Lilium washingtonianum* offers great possibilities if its requirements can be understood. I confess we have not learned them yet at Breeze Hill, but it is a charming lily, has done well some places, and is said to grow easily from seed.

HERE IS A SUGGESTION FOR LILY-GROWERS

Next in importance I suggest *Lilium sargentiae*. Now Sargentiae is almost an exact duplicate of Regale in form, size, and color of the flower, but its foliage is very different, and it blooms some weeks later. It seems to grow with the same indifference to circumstances as Regale, flowering in almost any situation. It is most easily propagated by the bulbils which appear in the leaf-axils, every one of which becomes a fine firm bulb. Apparently it is as hardy as Regale, and may prove to be as useful. I suggest it to any grower who wants to get at least one step ahead.

The finest possibility for quick effect, quick money, and quick satisfaction probably lies in the *Lilium longiflorum* group. Those who are familiar with the florists' trade know

that there are numerous strains of these species, all of which are grown in quantities and are easily obtainable. A strain of *Longiflorum* called *Multiflorum* has proved hardy at Breeze Hill, and still another form of *Longiflorum* was received in a mixed collection of bulbs dug up in an Iowa garden, suggesting hardiness in the great Middle West.

WHY HARDY LILIES, OR HARDY GLADIOLUS?

But why should a lily be hardy? Why impose this difficulty upon an already difficult family? *Lilium longiflorum* planted in spring will flower the same season, and may be lifted and kept indoors over winter, like a potato. Isn't a lily worth as much care as a gladiolus or a dahlia? Who would resent giving them the same attention?

The forms of *Lilium japonicum* known as Browni and Krameri, the latter a pink variety, are still in the experimental stage at Breeze Hill. Krameri, potted in the spring, will flower outdoors if kept in the pot, but it will probably have to be treated as a tender bulb. Browni has shown symptoms of the same disease which attacks Auratum.

Lilium centifolium, which is a form of *Lilium leucanthemum*, offers much, but its propagation and habits are yet to be determined. It makes gigantic growth and seems to propagate readily from scales, blooming the second season.

It is Breeze Hill's message, then, to the progressive nurseryman and bulb-man, to learn something about these newer lilies, how to produce them in quantity and to handle them most effectively. I repeat them here for convenience and emphasis: *Lilium washingtonianum*, *Lilium sargentiae*, *Lilium longiflorum* in variety, and *Lilium centifolium*.

No one needs to worry about the red and orange lilies. Most of them are tough personalities, brazen enough to fight their own battles. And they can be easily raised and satisfactorily sold. Among them the native *Lilium superbum*, the "Turk's Cap," is a beauty when established in a shady corner.—G. A. Stevens.

PLANTING SATURATION?

TEN YEARS ago one of the "wise cracks" among financiers was that with twelve millions of automobiles sold in America the point of "saturation" would be reached, and the only business for the automobile men thereafter would be to supply replacements. Now, no man of business brains knows anything about an automobile-saturation point, and the twelve-million line has been forgotten.

Driving through East Avenue, Rochester, one of the best and most beautifully planted streets in America, two of our people and one forward-looking nurseryman came to the conclusion that the homes on that great and beautiful street alone could receive, to their advantage, the entire produce of a very large nursery for years to come.

It is suggested to any nurseryman to look over the best-planted neighborhood he knows about, and figure what would happen to his stock if, with a sufficient variety, adequate planning, and truthful salesmanship, he really attempted to complete the planting. If this doesn't look large enough, then let him drive through the most thickly populated sections of the United States and consider every open space about a home for planting potentialities.

If this does not stimulate his faith in the future of planting in the United States and stir him up as to how to get it going, he needs to become a subway guard in New York, or to chauffeur a street-car in Philadelphia, so as not to excite his brains!

HOW does a Horticultural Catalogue come through at the Mount Pleasant Press? The answer is that it moves smoothly there because all the folks know what it is about, and there are people and pictures, artists and artisans, whose job it is to make the catalogue a selling force for good things worth selling. Some regular customers visit us and are given attention and assistance not available anywhere else. There are no complications. Customers realize that we want to see them do a properly profitable business, and that our vast resources of color and pictures and materials and processes are all theirs for their work. A word of interest to either the J. Horace McFarland Company or the McFarland Publicity Service, at Harrisburg, Pa., will start the wheels, without any obligation implied either way.